

Dear Mr. Hewitt and the Sierra Health team,

Your team is currently looking for a lead fundraiser and it is a pleasure to come forward as a candidate for the position. As I was preparing my application and this letter, I noticed that Sierra Health has recently launched an initiative to increase awareness about public health in Northern California by launching the California Health TV project. The videos look fantastic! You surely have multiple candidates to consider for this position, and I feel obligated to honor the importance of this search by sharing additional information about my professional profile beyond what you find on my resume.

As you consider my application for this role, it seems pertinent for your team to know about my ability to engage stakeholders online and grow online communities. This skill came about when I was a student at Sacramento State University. There, I created the first Facebook community dedicated to the University and grew that community to over 5000 members in just over 3 years. That group is still the *de facto* Facebook community for the University today. If I were to join the team at Sierra Health, I would love to bring these skills to the team so that, together, we could bring awareness about health and healthy living to the community in Northern California.

I understand how important it is that Sierra Health find a person who is able to engage Sierra's stakeholders and activate the community so that these folks contribute the resources necessary for the Organization to successfully execute its mission. It's also important that Sierra Health find someone who will be a dynamic, active, and passionate member of the team and that is certainly how others would characterize me. I hope that you have found this letter useful as you consider the pool of applicants and also sincerely hope that we'll be afforded an opportunity to communicate further.

Sincerely,

Alex Smith